

April 21, 2009

Transformation Update

Highlights:

- The 13 Transformation themes are now defined and summary statements have been completed.
- The matrix has been designed.
- New data will be gathered at the UEA House of Delegates.
- We are beginning to identify what recommendations need to be made to the various UEA stakeholders.

Overview of April 20-21 Meeting

This two-day meeting began with a subcommittee of the full Transformation Team meeting to finish defining the theme “Systems/Unity.” Afterwards, the entire team met and recapped the March 10th meeting and shared input from their constituency groups. The 13 Transformation themes were then clustered into four categories – advocacy, communication, leadership, and membership engagement. The team then divided into four groups. Each group prepared a summary statement – a two or three sentence definition – of their respective clustered themes. The summary statements were used to create a matrix. The matrix shows the linkage between the clustered themes and the four UEA strategic goals.

On day two, the team was divided into two work groups. One work group began discussing UEA policy and structure, the other products and service delivery. For each work group, two roving team members were identified. They will be responsible for reporting out at whole group meetings on the progress of the work groups. The roving work group members and the facilitators (Mark Mickelsen and Ruben Cedeno) will meet more frequently to ensure that both work groups are on the same track.

Before adjourning, the team prepared questions for distribution at the April 25th UEA House of Delegates meeting.

The questions will be used to gather additional data that will be useful to the policy and structure, and products and service delivery work groups. The questions are:

1. What excites you about the transformation process you have just learned about?
2. What concerns you about the transformation process you have just learned about?
3. What UEA services, products and images make the most sense?
4. How do we change our behavior, communications, and systems to move our organization forward?

Future meeting dates were arranged for the two work groups. Each work group will be meeting separately for the next few months.

NEXT STEPS

We are now at the point where we can start to envision the recommendations that need to be made to the various UEA stakeholders. This will be determined after the data from the House of Delegates is collected and submitted to each work group for analysis.

